

Abstract

Content on the World Wide Web is made available for downloading by distributing it to cache providers. The content provider is a distinct entity from the cache providers and enters into contractual arrangements in order to benefit from the services provided by the cache providers. The contractual arrangements specify certain rights in

5 cache resources that are bought and sold as commodities, exemplarily through a broker or exchange. An exemplary such right is the right to a stated amount of bandwidth, in a stated time interval, for servicing download requests. Responsive to such contractual arrangements, a redirective element such as a DNS server is programmed to redirect, to one or more cache providers, download requests initially addressed to the content

10 provider.